

## **11<sup>th</sup> GPCA Plastics Conference**

### **Plastics reimaged – A circular future awaits**

**Dates: 25-26 May 2022**

Venue: Hotel Fairmont, Riyadh

The COVID-19 pandemic has reemphasized the indispensable role of plastics in our everyday life. Amongst others, medical grade masks, gloves, PPE, various medical equipment along with several packaging applications have proved to be a life-saver and played a vital role in protecting the health and safety of frontline workers as well as civilians during the pandemic. However, the manner in which their disposal is handled poses a serious environmental challenge. This is creating an urgent need to change our mindset from the existing linear take-make-dispose model and shift towards a closed loop, reusability and recycling focused model. This requires a systemic transformation where all waste is viewed as a valuable resource and its value is captured within the economy. This can be achieved on the back of innovation through collaboration along the value chain, which was brought to the limelight during the pandemic.

On the flipside, an increased focus on recycling, is both a growing threat and an opportunity to the virgin polymers industry. This is making plastic producers, refiners, waste management companies to innovate new business models to develop a global economy where plastics are never wasted. Although collection and sorting remain the most challenging barriers to achieve a circular economy, advancements in advanced recycling technologies are aiming to ease the process.

Technological breakthroughs are needed to create a closed-loop plastic society, starting at the design stage and up through disposal and material recovery. At the same time, increased collection of high-quality secondary materials and Design for Recycling (DfR) should be given utmost importance. A joint spirit of collaboration amongst all stakeholders in the plastics value chain plays an essential role in driving efficiency and will help attain the objective of achieving a circular economy.

The good news is that the regional industry is embracing various initiatives to support this reformation, such as through the establishment of value parks which will lead to job creation, export growth and add further value to the downstream industry. The 11<sup>th</sup> edition of GPCA Plastics Conference (previously called GPCA PlastiCon) will see leading polymer producers, brand owners, regulators, recyclers, plastic processors, machinery manufacturers and technology providers share their lessons, challenges and learnings from the pandemic, inspiring experiences & expertise in innovation and recycling, and their strategies to promote a circular economy for plastics through collaboration.

## Draft Program

### Day 1:

09:00 – 09:05 Welcome by Emcee and Curtain raiser

09:05 – 09:15 Welcome address by the Chair of the GPCA Plastics Committee

**Naser Aldousari, CEO, EQUATE** and *Chairman, Plastics Committee, GPCA*

09:15 – 09:45 Executive Panel: **Plastics and Petrochemicals industry – The engine to drive Saudi Vision 2030**

**Mutlaq Al- Morished, CEO, TASNEE**

**Marwan Frem, President, Napco National**

09:45 – 10:00 Q&A session

10:00 – 10:20 Plenary Address: **The FIFA World Cup story – Best practices of waste management**

**Eng. Bodour Mohammed Al-Meer, Sustainability Director, Supreme Committee for Delivery & Legacy, Qatar**

10:20 – 10:30 Q&A session

10:30 – 11:10 **Inauguration of the exhibition & Networking Break**

11:10 – 11:45 Panel discussion: **Addressing the plastics waste challenge: Is circularity the answer?**

The pandemic has increased the number of plastic products that have been disposed off irresponsibly. This has been due to existing deficiencies in collection, sorting, and recycling systems as well as the lack of end-of-life solutions for the many materials. This panel will delve on the following key issues:

- How do you build a circular economy through innovation and collaboration?
- How do you think global, while delivering locally to address the plastics waste issue?
- Overview of projects and initiatives adopted to improve recycling infrastructure
- How do you stimulate demand for recycled materials in end-markets?
- Role of advanced technology in achieving a circular economy

**Ronald Richa, General Manager, Veolia**

**Mark Vester, Global Leader, Circular Economy, SABIC**

**Nicholas Kolesch, Vice President of Projects, Alliance to End Plastic Waste (AEPW)**

Moderator: **Mundhar Al Rawahi, Technical Director (Ladayn Park), OQ**

11:45 – 12:00 Q&A session

12:00 – 12:20 **Global regulatory updates and their impact on the regional plastics industry**

- UNEA5.2 - International Negotiating Committee for a global plastics agreement
- IMO – Proposal to designate plastic pellets as “toxic”

**Stewart Harris, Senior Director, Global Plastics Policy, Plastics Division, American Chemistry Council**

- 12:20 – 12:30 Q&A session
- 12:30 – 13:40 Networking lunch and prayer break
- Session 1: **Plastics innovations from the regional and global environment**
- 13:40 – 13:55 **Plastics Recycling Technology Landscape - The challenges in moving to a circular economy**  
**Jonny Goyal**, *Director – Technology & Infrastructure, Circular Plastic Services, IHS Markit*
- 13:55 – 14:15 **Enabling tomorrow’s packaging solutions**  
**Raghvendra Singh**, *Head, Regional Marketing, Packaging, MEA, Borouge*
- 14:15 – 14:35 **Using Non-Recyclable plastic waste as alternative fuel to reduce landfill & CO<sub>2</sub> emissions**  
**Dirk Lechtenberg**, *Managing Director and Founder, MVW Lechtenberg & Partner*  
**Majed Al-Osailan**, *Vice Chairman, Green Solutions Co for Environmental Services*
- 14:35 – 14:50 **Achieving full circularity through innovative plastics recycling technology**  
**Dr. Przemek Olszynski**, *Senior Technology and Business Development Manager, KBR Plastics Recycling Technology*
- 14:50 – 15:15 Panel discussion and Q&A session
- 15:15 - 15:20 **Closing remarks from the Emcee**
- 15:20 **Close of Day 1**
- 19:00 – 22:00 **Gala Dinner**

## Day 2:

09:00 – 09:05 **Welcome by Emcee and recap of Day 1**

09:05 – 09:15 **Opening address by Vice-Chair by the GPCA Plastics Committee**

**Nadia Al Hajji**, *Deputy Chief Executive Officer Projects & Business Development, PIC and Vice-Chair, Plastics Committee, GPCA*

09:15 – 09:35 Keynote presentation: **Chemical Recycling – The moon-shot approach to the plastic waste challenge**

**Tim Stedman**, *CEO, Agilyx*

09:35 – 09:45 Q&A session

09:45 – 10:15 **Staying one step ahead – Synergy between converters and brand owners to attain customer-centricity**

- How do you solve the toughest challenges with new innovations?
- The role of collaboration in meeting customers' demands
- Analysing consumer sustainability trends, how it impacts brand owners and what it means for converters
- Intelligent and smart packaging – Opportunities and potential

**Prashant Kurani**, *Global Packaging Director - Skin Care and R&D Director for NAMET, Skin Care, Unilever*

**Abdenmour El Mosor**, *Operations Director EMEA-South, Greif*

**Ali Hashim**, *Founder, 3P Gulf Group*

**Moderator: John Lefas**, *Founder, Ingenia Polymers*

10:15 – 10:30 Q&A session

10:30 – 11:10 Networking break

11:10 – 12:10 Masterclass: **Design for Recycling (DfR): The magic recipe to accelerate a circular economy?**

Moving beyond waste and adopting a circular model is a key challenge for both companies and regulators involved. A strategy needs to be put in place to address the challenge of waste collection. Investment in R&D to enhance packaging design is key. Value chain partners such as brand owners, designers, and producers will share existing examples to demonstrate high performance of recycled material and end-of-life recyclability.

**David Swan**, *General Manager, Precision Plastic Products Co. LLC*

**Pratyush Bandyopadhyay**, *Head, Circular Economy Solutions, Borouge*

**Speaker and Moderator: Abhay Bhargava**, *Vice President - Energy & Environment – MEASA, Frost & Sullivan*

## **Session 2: Market trends, challenges and opportunities for the plastics industry**

12:10 – 12:30 **Global polymers in 2022: COVID-19, high freight rates and product oversupply**

- Impact of COVID-19 variants on olefin and polymer pricing
- Hyperinflation of container freight rates and implications to the Arabian Gulf
- New PE and PP capacities in China, US and impact to Middle East producers
- New trade patterns and changing global polymer trade flows

**Sarah Rae, VP Olefins and Derivatives, Argus Media**

12:30 – 12:50 **Emerging global trends in the adoption of recycled plastics**

**Helen McGeough, Senior Analyst & Global Analyst Team Lead, Plastic Recycling, ICIS**

12:50 – 13:05 Q&A session

13:05 – 13:15 **Closing remarks**

**Dr. Abdulwahab Al Sadoun, Secretary General, GPCA**

13:15 – 14:30 **Networking lunch and prayer break**